

PREDICTIVE SELECTION OF CONTENT  
TRANSFORMATION IN PREDICTIVE MODELING SYSTEMS

Abstract of the Disclosure

A predictive modeling system and methodology makes predictions using unstructured content as an input, either alone or in conjunction with structured content. Content transformation rules are selected for application to the unstructured content, such as emails, call center notes, and other forms of human communication, by identifying the rules that are likely to improve the performance of a predictive modeling system.